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Serial No.: 09/851,689

**OCT 10 2006**

PD-201017

**REMARKS**

Claims 1, 2, 4, 6, 8-13, 15, 17, 19-23, 25, 26, 28, 30 and 33 are now pending in this application. Claims 1, 2, 4, 8-10, 12, 13, 15, 19-21, 23, 25, 26, 28 and 30 have been amended in order to more clearly recite the present invention. Claims 3, 5, 7, 14, 16, 18, 24, 27, 29, 30, 31, 32, 34 and 35 have been cancelled. Applicant respectfully submits no new matter has been added. Reconsideration is respectfully requested in view of the following remarks.

Claims 1, 2, 4, 5, 8-13, 15, 17, 19-26, 28-30 and 32-35 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,872,558 to Aras et al. ("Aras" hereinafter) in view of U.S. Patent No. 5,870,134 to Laubach et al. ("Laubach" hereinafter).

Independent claims 1, 12, and 25 have been amended to include features that were formerly presented to differentiate the "means for determining" over the cited art but that were not themselves included in the claims. More specifically, the informative scenes are related to advertising information and are transmitted along with the televised broadcast. The interactive television application allows the user to selectively review the advertising information while viewing the televised broadcast. The user may or may not choose to review the advertising information the broadcaster has transmitted along with the televised broadcast. Accordingly, amended claims 1, 12, 23 and 25 now include features that are not disclosed in Aras or Laubach, therefore this 103(a) rejection based upon Aras in view of Laubach is no longer valid. Applicant respectfully requests withdrawal of this rejection with respect independent claims 1, 12, 23 and 25 and with respect to dependent claims 2, 4, 8-11, 13, 15, 17, 19-22, 26 and 28, 30 and 33.

Claims 2, 13, 23 and 26 as amended addresses associating a user's geographic location with that user's navigational log record. This is accomplished by transmitting the user's IRD identification number with the navigational log record. The remote processing center matches the identification number to the user to retrieve geographic location and associate the geographic location with the user's navigation log record. Aras associates subscriber AVI information with a geographic area serviced by a distribution node. Aras' approach does not assign a particular user's geographic location to that user's AVI information, rather AVI information for multiple

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subscribers is grouped together for the 'area'. Further Aras' approach uses the hierarchical network of nodes to assign the AVI information to geographic areas. Aras does not transmit the IRD identification number with the AVI information. Withdrawal of this rejection is therefore respectfully requested. Accordingly, amended claims 2, 13, and 23 now include features that are not disclosed in Aras or Laubach, therefore this 103(a) rejection based upon Aras in view of Laubach is no longer valid.

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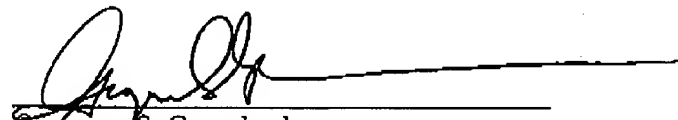
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**CONCLUSION**

Based upon the foregoing amendment and remarks, Applicant respectfully submits that the pending claims are in condition for allowance. Prompt allowance of all pending claims is therefore requested.

Respectfully submitted,

  
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